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on January 19, 2010.

PATENT  
Attorney Docket No.: 021756-068700US  
Client Ref. No.: OID-2000-136-01

TOWNSEND and TOWNSEND and CREW LLP

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Joni E. Peterson

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Max Schireson

Application No.: 10/071,945

Filed: February 5, 2002

For: AN E-COMMERCE STORE  
MANAGEMENT USER INTERFACE  
FOR PERFORMING WEB SITE  
UPDATES

Customer No.: 51206

Confirmation No. 3623

Examiner: Mary Da Zhi Wang Cheung

Technology Center/Art Unit: 3694

AMENDMENT

***Via EFS-Web***  
***Mail Stop Amendment***  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed October 19, 2009, please enter the  
following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this  
paper.

**Remarks/Arguments** begin on page 8 of this paper.